

**WYRE FOREST DISTRICT COUNCIL****CABINET****23<sup>rd</sup> JUNE 2009****Updated Corporate Plan (2008 – 2011)**

<b>OPEN</b>	
<b>SUSTAINABLE COMMUNITY STRATEGY THEME</b>	All Themes
<b>CORPORATE PLAN AIM</b>	A Well Run and Responsive Council
<b>CABINET MEMBER</b>	Cllr John Campion
<b>HEAD OF SERVICE</b>	Walter Delin
<b>CONTACT OFFICER</b>	Alison Braithwaite Ext. 2781 alison.braithwaite@wyreforestdc.gov.uk
<b>APPENDICES</b>	Updated Corporate Plan (2008-2011) – Appendix A <i>The appendix to this report has been circulated electronically and a public inspection copy is available on request. (See front cover for details).</i>

**1. PURPOSE OF REPORT**

- 1.1 To report the updated priority action plans for 2009/2010 in the Council's Corporate Plan 2008-2011.

**2. RECOMMENDATION**

**The Cabinet is asked to RECOMMEND to Council:**

- 2.1 **That the updated Corporate Plan (2008-2011), as set out in Appendix A, be adopted.**

**3. BACKGROUND**

- 3.1 The Corporate Plan (2008-2011) is a statement of the Council's strategic direction and came into effect on 1<sup>st</sup> April 2008, for a term of three years in line with the Medium Term Finance Strategy.
- 3.2 The Plan identified a **limited number of priorities for improvement** to provide the focus necessary to achieve the Council's corporate aims, and to enable the delivery of outcomes to improve the quality of life of our communities. The adopted corporate aims, priorities and target areas are set out in Table 1.

Table 1

AIM	A Better Quality of Life	A Sustainable Environment	A Vibrant Local Economy	A Well Run and Responsive Council
<b>PRIORITY</b>	More Affordable housing	Reducing waste to landfill and increasing recycling	District wide regeneration	Improving efficiency and value for money
<b>TARGET AREA</b>	<ul style="list-style-type: none"> <li>Units of Affordable Housing</li> </ul>	<ul style="list-style-type: none"> <li>Domestic Waste recycling</li> <li>Business waste recycling</li> <li>On-Street recycling</li> </ul>	<ul style="list-style-type: none"> <li>Regeneration of Kidderminster</li> <li>Public realm improvements in Stourport</li> <li>Supporting the redevelopment of important sites</li> <li>Rural regeneration strategy</li> </ul>	<ul style="list-style-type: none"> <li>Value for Money Strategy</li> <li>Efficiency savings</li> <li>Customer satisfaction</li> <li>ICT Strategy</li> <li>Sickness absence</li> </ul>

#### 4. PROGRESS

4.1 Since 1<sup>st</sup> April 2008, progress against the Corporate Plan priorities has been reported on a monthly basis to the Corporate Management Team, Cabinet and the Corporate Services Overview and Scrutiny Committee in accordance with the Council's performance management framework.

4.2 Annual progress for 2008/09 will be fully reported and published shortly in the Council's annual performance report. In summary, some of the key achievements in the delivery of our priorities were as follows:

More Affordable housing	Reducing waste to landfill and increasing recycling	District wide regeneration	Improving efficiency and value for money
<ul style="list-style-type: none"> <li>99 affordable housing units have been delivered, which means council is on schedule to meet 250 target in 2010/11</li> </ul>	<ul style="list-style-type: none"> <li>Feasibility study for introduction of business waste completed</li> <li>4 more on street recycling points have been introduced as follows:                             <ul style="list-style-type: none"> <li>Bewdley Dog Lane Car park</li> <li>West Midlands Safari Park</li> <li>Hurcott Road Flats</li> <li>Kidderminster College</li> </ul> </li> <li>Environmental awareness campaigns held across the district in June and July</li> </ul>	<ul style="list-style-type: none"> <li>Kidderminster Regeneration Prospectus adopted</li> <li>Rural Regeneration Strategy adopted</li> <li>Stage 1 proposals completed for Stourport Pride Initiative</li> <li>The following development sites have been progressed:                             <ul style="list-style-type: none"> <li>Acquired 8 &amp; 8a Bridge Street, Stourport</li> <li>Reported options for 23/24 Bridge Street, Stourport</li> <li>Reported options for former workhouse, High Street, Bewdley</li> <li>Design concepts prepared for 4 important re-development sites around Kidderminster Town Centre</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Two customer surveys completed – June/July and Jan/Feb</li> <li>New ICT Strategy adopted</li> <li>Sickness levels reduced from 10.5 days per employee to 8.82</li> <li>3% efficiency gains were met</li> </ul>

- 4.3 To ensure the effective and continued delivery of our priorities, their respective action plans have been updated accordingly, as set out in **Appendix A**.
- 4.4 Results from the 2008/09 statutory Place Survey and other consultation exercises confirm that the areas of work our priorities cover are still very important issues for the communities of the District.

## **5. FINANCIAL IMPLICATIONS**

- 5.1 There are no direct financial implications arising from this report. Resource allocation for delivery of the priority actions is identified in the relevant Directorate Business Plan 2009/10.

## **6. LEGAL AND POLICY IMPLICATIONS**

- 6.1 The Council is responsible for the preparation of the Corporate Plan and ensuring appropriate performance management and internal control systems are in place to monitor its delivery.

## **7. RISK MANAGEMENT**

- 7.1 Risks associated with the delivery of the Council's Corporate Plan priority targets will be recorded in the relevant Directorate Business Plan 2009/10 and the Council's risk register.
- 7.2 An Equality Impact Assessment (Screening) on the updated Corporate Plan has been undertaken. It has been recorded that individual assessments will be undertaken by the responsible directorates for the different Corporate Plan priority targets for 2009/10.

## **8. CONCLUSION**

- 8.1 The updated priority action plans 2009/10 will enable the continued delivery of high quality, value for money services to the district's communities, while also responding, as necessary, to the constantly changing Local Government environment. This will include increasing expectations of residents, customers and other stakeholders and the challenges of limited and reducing resources.

## **9. CONSULTEES**

- Leader of the Council
- Chief Executive

## **10. BACKGROUND PAPERS**

Wyre Forest District Council Corporate Plan 2008-2011